Amendments to the Claims

1. (Currently Amended) An application-driven scheduling system, comprising: a scheduling engine operable to:

receive at least one schedule item and associated time information from at least one application, the time information comprising at least a duration and a required time period for the item;

access one or more schedule criteria comprising at least a time period schedule criterion specifying a time period spanning a plurality of schedule time slots;

determine whether the time information <u>comprising</u> the required time period for the item satisfies <u>the schedule criteria comprising</u> the time period schedule criterion by <u>comparing</u> at least the required time period for the received item with the time period specified in the time period schedule criterion one or more schedule criteria;

if the time information comprising the required time period for the received item satisfies the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls within the time period specified in the time period schedule criterion, attempt to determine a location for the item within a schedule according to the time information;

if the time information comprising the required time period for the received item does not satisfy the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls outside the time period specified in the time period schedule criterion, refrain from attempting to determine a location for the item within the schedule according to the time information; and

generate the schedule containing the item if the time information comprising the required time period for the received item satisfies the schedule criteria at least in part by assigning the item to one of the plurality of time slots within the time period specified in the time period schedule criterion, the time slot having a duration equal to the duration for the item; and

a rendering engine operable to render the schedule for display to at least one user.

2. (Original) The system of Claim 1, wherein the item is incorporated into the schedule dynamically in response to its generation at the application.

- 3. (Original) The system of Claim 1, wherein the schedule comprises one or more cells and the location for the item is within a particular cell, the scheduling engine operable to determine the cell for the item and determine the location for the item within the cell according to the time information.
- 4. (Original) The system of Claim 3, wherein the location for the item within the cell is determined according to a percentage of the width of the cell corresponding to the time information.
- 5. (Original) The system of Claim 1, wherein the schedule criteria is received from a user in association with a schedule request.
- 6. (Currently Amended) The system of Claim 1, wherein the item is associated with an activity and wherein the schedule criteria comprises one or more activity categories, the scheduling engine operable to determine an activity category a category for the item based on the associated activity and determine whether the activity category for the item belongs to at least one of the activity categories of satisfies the schedule criteria to satisfy the schedule criteria.
- 7. (Original) The system of Claim 1, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the system further comprising a web server operable to communicate the schedule to the user for display.
- 8. (Original) The system of Claim 1, wherein the scheduling engine is further operable to generate a link to an image associated with item, the rendering engine operable to use the link to retrieve the image for display at the location for the item.
- 9. (Original) The system of Claim 8, wherein the scheduling engine is further operable to incorporate information received from the application concerning the item into the link for the item.

- 10. (Original) The system of Claim 1, wherein the scheduling engine is further operable to generate an alt tag for the item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.
- 11. (Original) The system of Claim 10, wherein the scheduling engine is further operable to incorporate information received from the application concerning the item into the alt tag for the item.
- 12. (Original) The system of Claim 1, wherein the system is operable to generate the schedule for display to a plurality of users substantially simultaneously.
 - 13. (Currently Amended) An application-driven scheduling system, comprising: a scheduling engine operable to:

receive at least one schedule item and associated time information from at least one application in response to generation of the item at the application, the time information comprising at least a duration and a required time period for the item;

access one or more user-specified schedule criteria comprising at least a time period schedule criterion specifying a time period spanning a plurality of schedule time slots;

determine whether the time information comprising the required time period for the item satisfies the user-specified schedule criteria comprising the time period schedule criterion by comparing at least the required time period for the received item with the time period specified in the time period schedule criterion one or more user specified schedule criteria;

item satisfies the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls within the time period specified in the time period schedule criterion, attempt to determine a location for the item within a particular cell of a schedule comprising a plurality of cells according to the time information, the location being determined according to a percentage of the width of the cell corresponding to the time information;

if the time information comprising the required time period for the received item does not satisfy the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls outside the time period specified in

the time period schedule criterion, refrain from attempting to determine a location for the item within the schedule according to the time information; and

generate the schedule containing the item if the time information comprising the required time period for the received item satisfies the schedule criteria at least in part by assigning the item to one of the plurality of time slots within the time period specified in the time period schedule criterion, the time slot having a duration equal to the duration for the item, the item being incorporated in the schedule dynamically in response to its generation at the application; and

a rendering engine operable to render the schedule for display to a <u>plurality of users</u> plurality of user substantially simultaneously.

- 14. (Original) The system of Claim 13, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the system further comprising a web server operable to communicate the schedule to the user for display.
- 15. (Original) The system of Claim 13, wherein the scheduling engine is further operable to generate a link to an image associated with the item, the link incorporating information received from the application concerning the item, the rendering engine operable to use the link to retrieve the image for display at the location for the item.
- 16. (Original) The system of Claim 13, wherein the scheduling engine is further operable to generate an alt tag for the item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.
- 17. (Currently Amended) A method of generating application-driven scheduling system, the method comprising:

receiving at least one schedule item and associated time information from at least one application, the time information comprising at least a duration and a required time period for the item;

accessing one or more schedule criteria comprising at least a time period schedule criterion specifying a time period spanning a plurality of schedule time slots;

determining whether the time information comprising the required time period for the item satisfies the schedule criteria comprising the time period schedule criterion by

comparing at least the required time period for the received item with the time period specified in the time period schedule criterion one or more schedule criteria;

if the time information comprising the required time period for the received item satisfies the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls within the time period specified in the time period schedule criterion, attempting to determine determining a location for the item within a schedule according to the time information;

if the time information comprising the required time period for the received item does not satisfy the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls outside the time period specified in the time period schedule criterion, refraining from attempting to determine a location for the item within the schedule according to the time information;

generating the schedule containing the item if the time information comprising the required time period for the received item satisfies the schedule criteria at least in part by assigning the item to one of the plurality of time slots within the time period specified in the time period schedule criterion, the time slot having a duration equal to the duration for the item; and

rendering the schedule for display to at least one user.

- 18. (Original) The method of Claim 17, wherein the item is incorporated in the schedule dynamically in response to its generation at the application.
- 19. (Original) The method of Claim 17, wherein the schedule comprises one or more cells and the location for the item is within a particular cell, determining the location comprising determining the cell for the item and determining the location for the item within the cell according to the time information.
- 20. (Original) The method of Claim 19, wherein the location for the item within the cell is determined according to a percentage of the width of the cell corresponding to the time information.
- 21. (Original) The method of Claim 17, wherein the schedule criteria is received from a user in association with a schedule request.

- with an activity and wherein the schedule criteria comprises one or more activity categories, the method further comprising determining an activity category a category for the item based on the associated activity and determining whether the activity category for the item belongs to at least one of the activity categories of satisfies the schedule criteria to satisfy the schedule criteria.
- 23. (Original) The method of Claim 17, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the method further comprising communicating the schedule from a web server to the user for display.
 - 24. (Original) The method of Claim 17, further comprising: generating a link to an image associated with the item; and using the link to retrieve the image for display at the location for the item.
- 25. (Original) The method of Claim 24, further comprising incorporating information received from the application concerning the item into the link for the item.
- 26. (Original) The method of Claim 17, further comprising generating an alt tag for the item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.
- 27. (Original) The method of Claim 26, wherein at least some of the information within the alt tag is received from the application.
- 28. (Original) The method of Claim 17, wherein the schedule is generated for display to a plurality of users substantially simultaneously.
- 29. (Currently Amended) Software for generating an application-driven schedule, the software being embodied in a computer-readable medium and operable to:

receive at least one schedule item and associated time information from at least one application, the time information comprising at least a duration and a required time period for the item;

access one or more schedule criteria comprising at least a time period schedule criterion specifying a time period spanning a plurality of schedule time slots;

determine whether the time information comprising the required time period for the item satisfies the schedule criteria comprising the time period schedule criterion by comparing at least the required time period for the received item with the time period specified in the time period schedule criterion one or more schedule criteria;

if the time information comprising the required time period for the received item satisfies the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls within the time period specified in the time period schedule criterion, attempt to determine a location for the item within a schedule according to the time information;

if the time information comprising the required time period for the received item does not satisfy the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls outside the time period specified in the time period schedule criterion, refrain from attempting to determine a location for the item within the schedule according to the time information;

generate the schedule containing the item if the time information comprising the required time period for the received item satisfies the schedule criteria at least in part by assigning the item to one of the plurality of time slots within the time period specified in the time period schedule criterion, the time slot having a duration equal to the duration for the item; and

render the schedule for display to at least one user.

30. (Currently Amended) An application-driven scheduling system, comprising: means for receiving at least one schedule item and associated time information from at least one application, the time information comprising at least a duration and a required time period for the item;

means for accessing one or more schedule criteria comprising at least a time period schedule criterion specifying a time period spanning a plurality of schedule time slots;

means for determining whether the time information comprising the required time period for the item satisfies the schedule criteria comprising the time period schedule criterion by comparing at least the required time period for the received item with the time period specified in the time period schedule criterion one or more schedule criteria;

means for, if the time information comprising the required time period for the received item satisfies the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls within the time period specified in the time period schedule criterion, attempting to determine determining a location for the item within a schedule according to the time information;

means for, if the time information comprising the required time period for the received item does not satisfy the schedule criteria comprising the time period schedule criterion in that the required time period for the received item falls outside the time period specified in the time period schedule criterion, refraining from attempting to determine a location for the item within the schedule according to the time information;

means for generating the schedule containing the item if the time information comprising the required time period for the received item satisfies the schedule criteria at least in part by assigning the item to one of the plurality of time slots within the time period specified in the time period schedule criterion, the time slot having a duration equal to the duration for the item; and

means for rendering the schedule for display to at least one user.

- 31. (New) The software of Claim 29, wherein the item is incorporated into the schedule dynamically in response to its generation at the application.
- 32. (New) The software of Claim 29, wherein the schedule comprises one or more cells and the location for the item is within a particular cell, and the software is operable to determine the cell for the item and determine the location for the item within the cell according to the time information.
- 33. (New) The software of Claim 32, wherein the location for the item within the cell is determined according to a percentage of the width of the cell corresponding to the time information.

- 34. (New) The software of Claim 29, wherein the schedule criteria is received from a user in association with a schedule request.
- 35. (New) The software of Claim 29, wherein the item is associated with an activity and wherein the schedule criteria comprises one or more activity categories, the software operable to determine an activity category for the item based on the associated activity and determine whether the activity category for the item belongs to at least one of the activity categories of the schedule criteria to satisfy the schedule criteria.
- 36. (New) The software of Claim 29, wherein the schedule is generated in Hypertext Markup Language (HTML) format as part of a web page, the software further operable to communicate the schedule to the user for display.
- 37. (New) The software of Claim 29, and further operable to generate a link to an image associated with item, and to use the link to retrieve the image for display at the location for the item.
- 38. (New) The software of Claim 37, and further operable to incorporate information received from the application concerning the item into the link for the item.
- 39. (New) The software of Claim 29, and further operable to generate an alt tag for the item, the alt tag comprising information concerning the item for display in response to the user selecting an image associated with the item.
- 40. (New) The software of Claim 39, and further operable to incorporate information received from the application concerning the item into the alt tag for the item.
- 41. (New) The software of Claim 29, and further operable to generate the schedule for display to a plurality of users substantially simultaneously.
- 42. (New) The software of Claim 29, wherein the scheduling criteria further comprise a non-time criterion, the at least one schedule item is associated with non-time information, and the software is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

43. (New) The software of Claim 29, wherein the scheduling criteria further comprise a non-time criterion associated with supply management, the at least one schedule item is associated with non-time information associated with supply management, and the software is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

- 44. (New) The software of Claim 43, wherein the non-time criterion comprises an inventory threshold.
- 45. (New) The system of Claim 1, wherein the scheduling criteria further comprise a non-time criterion, the at least one schedule item is associated with non-time information, and the scheduling engine is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

46. (New) The system of Claim 1, wherein the scheduling criteria further comprise a non-time criterion associated with supply management, the at least one schedule item is associated with non-time information associated with supply management, and the scheduling engine is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

- 47. (New) The system of Claim 46, wherein the non-time criterion comprises an inventory threshold.
- 48. (New) The system of Claim 13, wherein the scheduling criteria further comprise a non-time criterion, the at least one schedule item is associated with non-time information, and the scheduling engine is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

49. (New) The system of Claim 13, wherein the scheduling criteria further comprise a non-time criterion associated with supply management, the at least one schedule item is associated with non-time information associated with supply management, and the scheduling engine is further operable to:

determine whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refrain from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

50. (New) The system of Claim 49, wherein the non-time criterion comprises an inventory threshold.

51. (New) The method of Claim 17, wherein the scheduling criteria further comprise a non-time criterion, the at least one schedule item is associated with non-time information, and further comprising:

determining whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refraining from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

52. (New) The method of Claim 17, wherein the scheduling criteria further comprise a non-time criterion associated with supply management, the at least one schedule item is associated with non-time information associated with supply management, and further comprising:

determining whether the non-time information satisfies the schedule criteria by comparing the non-time information with the non-time criterion; and

if the non-time information does not satisfy the schedule criteria, refraining from determining the location for the item regardless of whether a time slot in the schedule corresponding to the time information is available.

53. (New) The system of Claim 52, wherein the non-time criterion comprises an inventory threshold.